



The Economic Research Service

Celebrating 50 Years of Excellence

Thursday, May 5, 2011

Jefferson Auditorium

- 9:00 – 9:30 Introduction by USDA Deputy Secretary Kathleen A. Merrigan, REE Under Secretary Cathie Woteki, and ERS Administrator Kitty Smith
Screening of ERS Founding FathERS video
- 9:30 – 10:30 **Session 1: Developing Tools for Estimating the Economic Impact of Policy Alternatives**
Overview: Sally Thompson, *Director of Market and Trade Economics Division, ERS*
Measuring the Financial Well-Being of the Farm Sector
• Jim Johnson, *Retired ERS Economist*
Understanding Markets and Trade in Competitive Global Agriculture
• T. Kelley White, *Retired ERS Economist*
Using Models for Policy Analysis
• Suchada Langley, *Chief of Agricultural Policy and Models Branch, ERS*
Analyzing Major Issues Affecting U.S. Agriculture
• Robert L. Thompson, *Senior Fellow, Chicago Council on Global Affairs and Professor Emeritus, University of Illinois at Urbana-Champaign*
What's Ahead? – Panel discussion with speakers and ERS “Customers”
- 10:30 – 10:45 Break
- 10:45 – 11:45 **Session 2: Information and Collaboration Reach the Four Corners of the World**
Overview: Ron Bianchi, *Director of Information Services Division, ERS*
Providing Food and Agriculture Data
• Gary Blumenthal, *President and CEO, World Perspectives, Inc., Washington, DC*
Supporting Development of Research and Analytical Activities by Other Countries
• Ladislau Martin Neto, *Coordinator of Embrapa Labex USA, Office of International Research Programs, Agricultural Research Service, US Department of Agriculture, Beltsville, MD*
Making Research Results Accessible
• Susan Offutt, *Chief Economist, U.S. Government Accountability Office, Washington, DC*
Integrating Disparate Data
• Vince Breneman, *Chief of Research Support Branch, ERS*
Educating Students with the ERS Distance Learning Program
• Keithly Jones, *Agricultural Economist, ERS*
What's Ahead? – Panel discussion with speakers and ERS “Customers”

11:45 – 1:00 Lunch at South Building cafeteria or venue of your choice (not provided by ERS)

1:00 – 2:00 **Session 3: Leading the Study of the Food System**

Overview: Laurian Unnevehr, *Director of Food Economics Division, ERS*

Understanding the Economics of Food Safety

- David Zorn, *Director of Social Sciences, Center for Food Safety and Applied Nutrition, U.S. Food and Drug Administration, College Park, MD*

Exploring the Determinants of Food Choice

- Elise Golan, *Associate Director of Food Economics Division, ERS*

Monitoring Domestic Food Security

- Steve Carlson, *Associate Administrator for Research, Analysis, Communications, and Strategic Support, Food and Nutrition Service, U.S. Department of Agriculture, Alexandria, VA*

Assessing Global Food Security

- Neil Conklin, *President, Farm Foundation, Oak Brook, IL*

What's Ahead? – Panel discussion with speakers and ERS “Customers”

2:00 – 2:15 Break

2:15 – 3:15 **Session 4: Informing the Debate on Agri-Environmental Issues and a Diverse Rural America**

Overview: Mary Bohman, *Director of Resource and Rural Economics Division, ERS*

Evaluating the Success of the CRP

- Ralph Heimlich, *Agricultural Conservation Economics, Laurel, MD*

Estimating the Impacts of Energy Policy on Agriculture

- Joe Glauber, *Chief Economist, U.S. Department of Agriculture, Washington, DC*

Mapping Rural Diversity

- David L. Brown, *Professor and Chair, Department of Development Sociology, Cornell University*

Surveying Science Policy and Productivity

- Keith Fuglie, *Chief of Resource, Environmental, and Science Policy Branch, ERS*

What's Ahead? – Panel discussion with speakers and ERS “Customers”

3:15 – 3:30 Break

3:30 – 4:30 **Session 5: USDA and ERS Leaders – Musings from the Past and Views on the Future**

Panel discussion moderated by John Schnittker, *Under Secretary of Agriculture, 1965-1969*

- Bill Leshner, *Assistant Secretary of Agricultural Economics, 1981-1985*
- John E. Lee, Jr., *ERS Administrator, 1982-1993*
- Susan Offutt, *ERS Administrator, 1996-2006*
- Kitty Smith, *ERS Administrator, 2007-Present*
- Joe Glauber, *USDA Chief Economist, 2008-Present*

4:30 – 6:00 **Reception, Whitten Building Patio**